

**AMENDMENTS TO THE CLAIMS:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Currently amended) A semi-transmissive display apparatus, in which a plurality of pixels, each including a transmissive region and a reflective region, are arranged in a matrix pattern, the apparatus comprising:

a device substrate including, for each of the plurality of pixels, a transparent pixel electrode provided in at least the transmissive region, a reflective plate provided in the reflective region, and a switching device;

a counter substrate including a common counter electrode and opposing the device substrate; and

a display layer interposed between the device substrate and the counter substrate,  
a first insulating film covering the switching device and extending to at least the transmissive region;

the reflective plate being provided over the switching device via the first insulating film so as to function as a light-blocking film over at least part of the switching device;

a color filter covering at least part of the reflective plate, the color filter being a ground film of the transparent pixel electrode in at least the transmissive region; and

a second insulating film provided on the color filter in at least the reflective region so as to adjust the thickness of the display layer in the reflective region compared to the transmission region.

~~wherein the device substrate is provided with a color filter,~~

~~an insulating layer is provided over the switching device and extends to the transmissive region so as to be provided between the switching device and the reflective plate,~~

~~wherein no portion of the reflective plate extends below an upper surface of the insulating layer, and~~

~~wherein a thickness of all insulating material provided between the switching device and the reflective plate is substantially equal to a thickness of the insulating layer provided in the transmissive region.~~

2-15. (Canceled)

16. (New) The semi-transmissive display apparatus of claim 1, wherein the transparent pixel electrode is provided on the second insulating film and is electrically connected to the switching device via a contact hole formed in at least the color filter.

17. (New) The semi-transmissive display apparatus of claim 1, wherein the reflective plate is not electrically connected to the switching device and is not electrically connected to the transparent pixel electrode.

18. (New) The semi-transmissive display apparatus of claim 1, wherein the first insulating film is an inorganic film, and the second insulating film is an organic film.

19. (New) The semi-transmissive display apparatus of claim 1, wherein a profile of the reflective plate is substantially conformal to a profile of the upper surface of the switching device.

20. (New) The semi-transmissive display apparatus of claim 1, wherein the reflective plate overlaps semiconductor material of the switching device as viewed from above.

21. (New) The semi-transmissive display apparatus of claim 1, wherein the first insulating film does not contact a glass substrate which supports the same in any area under the transparent pixel electrode.

22. (New) The semi-transmissive display apparatus of claim 1, wherein no portion of the reflective plate extends below an upper surface of the first insulating film.

23. (New) The semi-transmissive display apparatus of claim 1, wherein the second insulating film causes the thickness of the display layer to be significantly thinner in the reflective region than in the transmissive region.

24. (New) The semi-transmissive display apparatus of claim 1, wherein the second insulating film is provided in at least a substantial part of the reflective region for causing the display layer to be thinner, but is not provided in a substantial part of the transmissive region.